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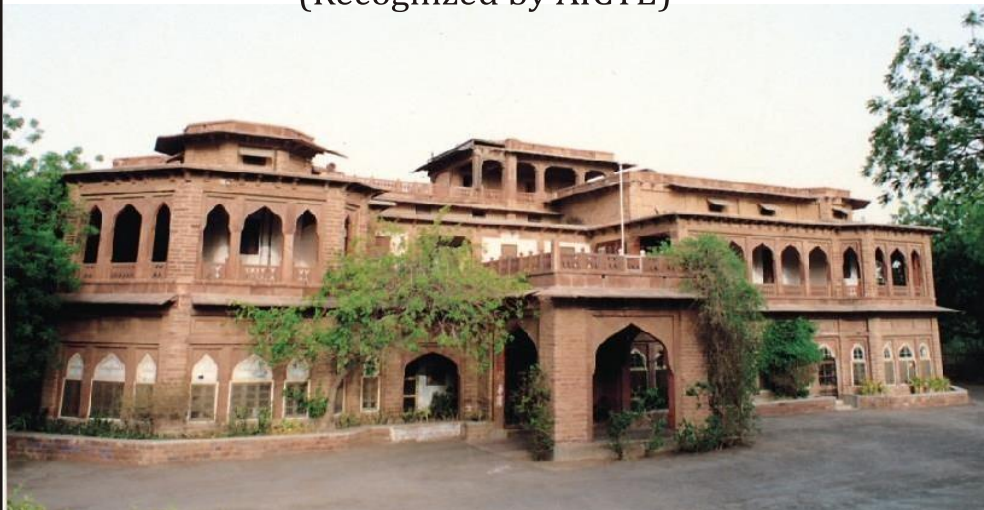


FACULTY OF MANAGEMENT
DEPARTMENT OF MANAGEMENT

**POST-GRADUATE DIPLOMA IN TOURISM AND HOTEL
MANAGEMENT**

(PGDTHM)

One Year Regular Full-Time Two Semester Course
(Recognized by AICTE)



JAI NARAIN VYAS UNIVERSITY
JODHPUR

NOTIFICATION

In compliance of decision of the Hon'ble High Court all students are required to fulfill 75% attendance rule in each subject and there must be 75% attendance of the student before he/she could be permitted to appear in the examination.

REGISTRAR
(Academic)

DEPARTMENT OF MANAGEMENT
FACULTY OF MANAGEMENT

- | | | |
|----|--|-------------------------------|
| 1. | Prof. Shishu Pal Singh Bhadu
M.Com.(Bus.Adm.), Ph.D., | Dean & Professor |
| 2. | Dr. Puja Gehlot
M.T.A., MBA, Ph.D., FDP(IIM-A) | Head & Assistant
Professor |
| 3. | Dr. Neelam Kalla
M.B.A., UGC-NET, Ph.D, FDP(IIM-A) | Assistant Professor |
| 4. | Dr. Nishant Gehlot M.B.A.,M.B.L.,
Ph.D | Assistant Professor |

Post-Graduate Diploma in Tourism and Hotel Management

The Department of Management Studies brings together a group of young persons with superior mind and motivation. The objective among others is to help them develop competitive excellence in pursuit of their aims of life as technical education of high employment potential, the Master of Business Administration (MBA) course was started in 1968 and gained encouraging acceptance by the students and employees. The Department is devoting attention and energy to gain higher social relevance, and to provide useful courses as extension service for the society around the Campus anew dimension to management education at Jodhpur was introduced by Professor V.N. Hukku in 1986 when the Post-graduate Diploma in Tourism and Hotel Management (DTHM) was started. It aims to open up new opportunities of rewarding employment in the high-growth areas of tourism and travel and hotel management. The reaction to the Diploma from students and employers in Rajasthan as well as employers in distant places has been excellent.

Eligibility:

Bachelor's Degree: The applicant should have a bachelor's degree or equivalent qualification in any discipline with minimum 48% marks.

No of Seats: - 30 (Self Finance Seats)

Course Fee: As per Government of Rajasthan and University Rules.

SCHEME OF EXAMINATION AND GUIDELINES FOR POSTGRADUATE PROGRAMS OF FACULTY OF ARTS/ SCIENCE/COMMERCE BASED ON SEMESTER and CHOICE BASED CREDIT SYSTEM OF NEP-2020 FROM ACADEMIC YEAR 2024-25

Definitions of Key Words:

1. **Academic Year:** Two consecutive (one odd + one even) semesters constitute one academic year.
2. **Semester:** Each semester will consist of 15-18 weeks of academic work equivalent to 90 actual teaching days. The PAVAS (पावस, SUMMER) or odd semester may be scheduled from July to December. End of Semester Examination (EOSE) of the Pavas Semester may commence from Dec. 1 and the Semester break from Dec. 16 to Dec. 31; and BASANT (बसंत, SPRING) or even semester from January to May. The Basant Semester will be followed by the Annual Summer Break from Sixteenth May to Thirtieth June.

The Vice-Chancellor may amend the timeline in a particular session keeping in view prevailing circumstances.

3. **Program:** An educational program leading to award of the Undergraduate-/Postgraduate Degrees/Diplomas/Certificates in the Core subjects in which he/she is admitted.
4. **Course:** Usually referred to, as 'papers' is a component of a program. All courses need not carry the same weightage. The courses should define learning objectives and learning outcomes.
5. **Credit Based Semester System (CBSS):** Under the CBSS, the requirement for awarding a degree is prescribed in terms of number of credits to be completed by the students.
6. **Credit Point:** It is the product of grade point and number of credits for a course.
7. **Credit:** A unit by which the course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to one period of teaching (lecture or tutorial) or two periods of practical work/field work per week.
8. **Choice Based Credit System (CBCS):** The CBCS provides choice to students to select from the prescribed elective, ability-, and skill enhancement courses. Students can also avail facility of online courses available in other Universities/Institutions and websites approved by Jai Narain Vyas University.

A student needs to select 10 credits **Discipline Centric Core (DCC) Courses** in which he/she intends to do core course out of the core courses offered by the Faculty/College/Department/Centers. These Core Courses will continue to be part of the program during first, second, third and fourth semester.

A student needs to select 10 credits **Discipline Specific Elective (DSE) Courses** offered by the Faculty/College/Department/Centers during first, second, third and fourth semester.

9. A student has to earn total 80 credits in his/her two year (four semesters) PG degree program, 20 credits from each semester. These 80 credits are to be earned out of DCC and DSE courses. We can also have DSE Generic Courses if offered by the Department/College. In addition to normal courses of DSE, we have, DSE Specific Type courses like Dissertation/Project Work/ Field Study, Internship/ On-Job Experience, Community Engagement Course, Seminar, and Research Credit Courses.
10. Out of 80 credits 40 credits compulsorily be earned from DCC courses of an Academic Program to attain the Academic Qualification. Not more than 60 % of Credit requirement for a program shall be courses which are Discipline Centric Core Compulsory courses for the program.
11. In case of one semester Certificate Program separately designed and run by any College/ Department/ Centers then it will be entitled with NHEQF Level, credits and title of program, for example 'Twenty Credit (NHEQF Level 6) Certificate of Gems & Jewelry'
12. **Semester Grade Point Average (SGPA):** It is a measure of performance of work done in a semester. It is ratio of total credit points secured by a student in various courses registered in a semester and the total course credits taken during that semester. It shall be expressed up to two decimal places.
13. **Cumulative Grade Point Average (CGPA):** It is a measure of overall cumulative performance of a student over all the semesters of a program. The CGPA is the ratio of total credit points secured by a student in various courses in all semesters and the sum of the total credits of all courses in all the semesters. It is expressed up to two decimal places.
14. **Grade Point:** It is a numerical weightage allotted to each letter grade on a 10-point scale.
15. **Letter Grade:** It is an index of the performance of students in a said course. Grades are denoted by letters O, A+, A, B+, B, C, P, and F.
16. **Transcript or Grade Card or Certificate:** Based on the grades earned, a statement of grades obtained shall be issued to all the registered students after every semester. This

statement will display the course details (code, title, number of credits, grade secured) along with SGPA of that semester and CGPA earned till that semester.

17. Transcript or Grade Card or Diploma/Degrees: The University will issue a complete transcript of credits, grades obtained, SGPA and CGPA on declaration of each semester result and a Cumulative Transcript on the accumulation of minimum credits required for the award of Diploma/Degree when EXIT is sought by the student.

18. Examination and Assessment: Students' examination and assessment Procedure of All courses (Core/Elective/ Skill/Ability) will involve the following two components:

- (i) **Continuous Assessment (CA):** It will have 20% weightage of the Maximum Marks of that particular course.
- (ii) **End of Semester Examination (EOSE):** It will have 80% weightage of the Maximum Marks of that particular course (or marks earned out of M.M.80).

Continuous Assessment: The schedule and pattern of continuous assessment/evaluation should be decided by the concerned faculty/college/ department/ center where the course is being delivered and the same shall be publicized in advance to all students and faculties through the institutional regulations and the students' information brochure. The components of Continuous Assessment are to have a time frame for completion by students with concurrent and continuous evaluation by the faculty members. Following the principle of "those who teach should evaluate", the continuous assessment/evaluation has to be conducted by the concerned teacher and the evaluation outcome should be expressed by grades.

In Continuous Assessment, due emphasis shall be given to assessing cognitive skills such as logical thinking, application of knowledge and skills, and analysis and synthesis of concepts and rules. Thus, innovative evaluation strategies other than mid-term tests should also be devised as a part of CA. Innovative evaluation strategies are to be used by the concerned faculty/department/teachers during the semester.

Continuous Assessments (CA) are based on open evaluation system without any bias to any student.

For the sake of convenience, the CA of 30 marks may be expanded to 100 marks which may have the following components:

1. C.A.- Continuous Assessment (20 Marks)

20 marks-20 marks which may have the following components:-

- i. **Mid-term Assessment - 80 marks**
 - 1. Mid Term Test - 50 Marks
 - 2. Quiz/project/Seminar/Presentation -30 Marks
 - ii. Viva-voce/assignment/field work etc.to be assessed by the concerned Teacher during class Teacher - 20 Marks
- Total:- 100**

Mid-term exam to be conducted on completion of three units.

19. Scheme of Examination for Mid-term test and End of Semester Examination (EOSE) for DCC and DSE Courses:

The question paper for the DCC and DSE courses will be of 70 marks and it will be divided into two parts i.e., Section – A and Section – B.

Section – A: Will consist of 10 compulsory questions. There will be two questions from each unit and answers to each question shall be limited up to 50 words. Each question will carry 2 marks. Total 20 marks.

Section – B: Will consist of 10 questions. Two questions from each unit will be set and students will answer one question from each Unit. The answer to each question shall be limited to 550 words. Each question carries 12 marks. Total 60 marks.

20. Scheme of Examination for Mid-term test and End of Semester Examination (EOSE) AEC and SEC courses:

The question paper for the AEC and SEC courses will be of 80 marks and it will be divided into two parts i.e., Section – A and Section – B.

Section – A: It will consist of 10 compulsory questions. There will be set minimum three questions from each unit and answers to each question shall be limited up to 50 words. Each question will carry 2 marks. Total 20 marks.

Section – B: It will consist of 10 questions. Minimum three questions will be set from each unit and students will answer five questions in total but not more than two questions from one Unit. The answer to each question shall be limited to 550 words. Each question carries 12 marks. Total 60 marks.

21. Each component marks of CA will be added without rounding and the total thus obtained out of hundred will be added and 20% of those marks will be awarded to a student.

22. Classroom Attendance – Each student will have to attend a minimum of 75% Lectures / Tutorials / Practical. A student having less than 75% attendance will not be allowed to appear in the End of Semester Examination (EOSE).

23. End of Semester Examination (EOSE) Marks: EOSE will carry Maximum Marks 80 irrespective of credits of the course. The marks obtained and the grade shall be specified in the Grade Sheet. The scheme of Examination for EOSE for each course will be specified in the course syllabus.

24. In laboratory courses (having only practical (P) component), the CA will be based on student's attendance; Practical records, hands on Practical in physical science stream and biological and earth science stream.

25. Qualifying for EOSE examination: A student acquiring minimum of 40% in total of the CA of individual course is eligible to appear in the End of Semester Examination (EOSE).

26. National Higher Education Qualification Framework (NHEQF) Levels

Introduction: Qualifications are formal ‘awards’ such as a certificate, diploma, or a degree. Qualifications are awarded by a competent authority such as a college or university in recognition of the attainment by students of the expected learning outcomes on the successful completion of a particular programme of study. They are awarded after an assessment and evaluation of learning levels conducted by a competent body that determines the achievement by students of the expected learning outcomes to given standards.

A National Qualifications Framework (NQF) is an instrument for the classification of qualifications according to a set of criteria for specified levels of learning achieved, which would integrate and coordinate the qualifications from each education and training sector into a single comprehensive qualification framework. It is a way of structuring existing and new qualifications, which are defined by learning outcomes reflecting the graduate profile/attributes, programme learning outcomes, and course learning outcomes: i.e., statements of what the learner is expected to know, understand and/or be able to do and demonstrate on the successful completion of an approved programme of study/learning. The NQF helps: (a) improve the transparency of individual qualifications through the defined learning outcomes; (b) enhance the understanding of the education and training systems; (c) promote credit accumulation and transfer within and between programmes of study; (d) provide an instrument of accountability of the education and training systems; (e) make education and training systems more demand-focused and user friendly; (f) reduce the ‘mismatch’ between education and the labour market; and (g) facilitate the recognition of prior learning.

Qualifications that signify completion of the Master’s degree, as per the learning outcomes that are aligned to the Dublin descriptors, are awarded to students who: i) have demonstrated knowledge and understanding that is founded upon and extends and/or enhances that typically associated with the first cycle, and that provides a basis or opportunity for originality in developing and/or applying ideas, often within a research context; ii) can apply their knowledge and understanding, and problem solving abilities in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study; iii) have the ability to integrate knowledge and handle complexity, and formulate judgments with incomplete or limited information, but that include reflecting on social and ethical responsibilities linked to the application of their knowledge and judgments; iv) can communicate their conclusions, and the knowledge and rationale underpinning these, to specialist and non-specialist audiences clearly and unambiguously; v) have the learning skills to allow them to continue to study in a manner that may be largely self-directed or autonomous.

The **NHEQF** levels represent a series of sequential stages expressed in terms of a range of learning outcomes against which typical qualifications are positioned/located. NHEQF level 4.5 represents learning outcomes appropriate to the first year (first two semesters) of the undergraduate programme of study, while Level 8 represents learning outcomes appropriate to the doctoral-level programme of study (see Table given below).

Table : Higher education qualifications at different levels on the NHEQF

NHEQF Level	Credit Requirement	Examples of higher education qualifications located within each level
Level 4.5	40 credits	Undergraduate Certificate. Programme duration: First year (first two semesters) of the undergraduate programme, followed by an exit 4-credit skills-enhancement course(s).
Level 5	80 credits	Undergraduate Diploma. Programme duration: First two years (first four semesters) of the undergraduate programme, followed by an exit 4-credit skills-enhancement course(s) lasting two months.
Level 5.5	120 credits	Bachelor's Degree. Programme duration: First three years (Six semesters) of the four-year undergraduate programme.
Level 6	160 credits	Bachelor's Degree (Honours/ Honours with Research). Programme duration: Four years (eight semesters).
Level 6	40 credits	Post-Graduate Diploma. Programme duration: One year (two semesters) for those who exit after successful completion of the first year (two semesters) of the 2-year master's programme.
Level 6.5	80 credits	Master's degree. (e.g. M.A., M.Com., M.Sc., etc.) Programme duration: Two years (four semesters) after obtaining a 3- year Bachelor's degree (e.g. B.A., B.Sc., B.Com. etc.).
Level 6.5	40 credits	Master's degree. (e.g. M.A., M.Com., M.Sc., etc.) Programme duration: One year (two semesters) after obtaining a 4 -year Bachelor's degree (Honours/ Honours with Research) (e.g. B.A., B.Sc., B.Com. etc.).
Level 7	80 credits	Master's degree.(e.g. M.E./M.Tech. etc.) Programme duration: Two years (four semesters) after obtaining a 4-year Bachelor's degree. (e.g. B.E./B.Tech. etc.)
Level 8	Credits for coursework and, a thesis and published work	Doctoral Degree

27. Minimum Credit requirement for Award of M.A./M.Sc./M.Com. Certificate, Diploma and Degree Qualifications described in the table below.

Duration	Minimum Credits
Two Year Master Degree (NHEQF Level 6.5) After Three Year Bachelor Degree. (Level for Course Code 9)	80 Credits of Level 6.5 including 40 credits of Discipline Centric Core (Compulsory) course credits.

One Year Master Degree (NHEQF Level 6.5) after Four Year Bachelor Degree. (Level for Course Code 9)	40 Credits of Level 6.5 including 20 credits of Discipline Centric Core (Compulsory) Course credits.
Two Year Master Degree (NHEQF Level 7) After Four Year Bachelor Degree. (Level for Course Code 9)	80 Credits of Level 7 including 40 credits of Discipline Centric Core (Compulsory) course credits.

Note: Exit with 40 credits PG Diploma (NHEQF Level 6) on completion of two semesters if pursuing in Four semester's PG Degree program.

28. Grading: Ten Point Scale for Letter Grades and "Satisfactory" or "Unsatisfactory" for Non-letter grade courses shall be indicated. Letter Grades shall be counted for the computation of SGPA/CGPA. However, for Add-On courses, non-counting of letter grades in SGPA/CGPA is permitted.

Letter Grade	Grade Definition	Grade Point
O	Outstanding	10
A+	Excellent	9
A	Very Good	8
B+	Good	7
B	Above Average	6
C	Average	5
P	Below Average/ Pass	4
F	Fail	0
U	Unfair Means	0
W	Withdrawn	0
X	Absent	0

A credit will be counted as earned if the Grade Point in EOSE is 4 or above. Thus, Credit Earned in a Semester is = Sum of the Number of Credits in which the student has scored above grades except for F, U, W, and X.

A student obtaining Grade F shall be considered failed and will be required to reappear in the examination.

29. Absolute Grading System: This grading system will be used if number of students

appearing in EOSE of a course in the University is less than 101 and if number of

students appearing in Continuous Assessment of course at a College/Department is less than 101.

Grade	Grade Definition	Marks Range
O	Outstanding	90%-100%
A+	Excellent	80%-89.99%
A	Very Good	70%-79.99%
B+	Good	60%-69.99%
B	Above Average	50%-59.99%
C	Average	45%-49.99%;
P	Below Average/Pass	40%-44.99%
F	Fail	Less than 40%

30. Relative Grading System: This grading system will be used if number of students appearing in EOSE of a course in University is over 100 and if number of students appearing in CA (Continuous Assessment) of course at a College/Department is over 100.

Grade	Grade Definition	Marks Range
O	Outstanding	Top 5% in Merit
A+	Excellent	Top 15% excluding “O”
A	Very Good	Top 35% excluding “O”, and “A+”
B+	Good	Top 65% excluding “O”, “A+”, and “A”
B	Above Average	Top 85% excluding “O“, “A+“, “A“, and “B+”
C	Average	Top 95% excluding “O”, “A+”, “A”, “B+”, and “B”
P	Below Average/Pass	Remaining in the Merit
F	Fail	Less than 40%

Note: All the students who get the same marks will get the same Grade. Percentage number of students is not binding in this case.

- 31. SGPA & CGPA:** Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) will be calculated on the credit weighted average of the grade points obtained with letter grades countable in GPA based on EOSE only.

$$SGPA = \frac{\sum_{i=1}^n C_i P_i}{\sum_{i=1}^n C_i}$$

Where

C_i: Number of credits earned in the ith course of Semester for which SGPA is to be calculated.

P_i: Grade Point Earned in ith course

i: 1, 2, n represents the different courses in which a student has appeared in EOSE

Illustration for Computation of SGPA (For example Semester – I)

Course	Credit	Grade Letter	Grade Point	Credit Point (Credit x Grade)
Course-1	4	A	8	4 x 8 = 32
Course-2	4	B+	7	4 x 7 = 28
Course-3	4	C	5	4 x 5 = 20
Course-4	4	B	6	4 x 6 = 24
Course-5	2	O	10	2 x 10 = 20
Course-6	2	A	8	2 x 8 = 16
Total credits	20			140

Thus, SGPA = 140/20 = 7.00

$$CGPA = \frac{\sum_{i=1}^n C_i P_i}{\sum_{i=1}^n C_i}$$

Where

C_i: Number of credits earned in the ith course of Course till date for which CGPA is to be calculated.

P_i: Grade Point Earned in ith course

i: 1, 2, n represents the different courses in which a student has appeared in EOSE so far.

Illustration for Computation of CGPA

Semester – I	Semester - II	Semester -III	Semester - IV
Credit 20	Credit 20	Credit 20	Credit 20
SGPA 7.0	SGPA 7.8	SGPA 5.6	SGPA 6.0

$$\text{Thus CGPA} = \frac{20 \times 7.0 + 20 \times 7.8 + 20 \times 5.6 + 20 \times 6.0}{80}$$

$$\frac{140 + 156 + 112 + 120}{80} = \frac{528}{80} = 6.6$$

32. The SGPA, CGPA Letter grades will be assigned as per table given below.

SGPA/CGPA	Letter Grade	Grade Definition
9.5 to 10.00	O	Outstanding
8.50 to 9.49	A+	Excellent
7.50 to 8.49	A	Very Good
6.50 to 7.49	B+	Good
5.50 to 6.49	B	Above Average
4.50 to 5.49	C	Average
4.00 to 4.49	P	Below Average/ Pass

33. **Conversion of CGPA to Percentage:** To convert CGPA to percentage the CGPA be multiplied by Ten. Thus, CGPA of 7.23 will get converted to 72.3%. Because of the grading system the percentage calculated on the basis of conversion may be different then percentage calculated by the consideration of actual marks obtained in courses. The percentage based on CGPA conversion shall be mentioned in the final cumulative grade sheet and shall be treated as final and valid value of percentage for all purpose.
34. **Improvement/supplementary Option:** There will be no supplementary/ due paper/ special examination for any course. The candidates can improve performance in the subsequent EOSE and performance in that appearance will overwrite earlier performance. Student will have to prepare on his own for improvement. Improvement in CA will not be permitted.
35. Any grievance of a student received in the Department shall be placed before the **Grievance Redressal Committee** with adjudicated comments.
36. **Grievances and Redressal Mechanism**
- a) The students will have the right to make an appeal against any component of evaluation. Such appeal has to be made to the Chairperson/Dean of the

Faculty, Director/Principal of the College or the Head of Department concerned as the case may be clearly stating in writing the reason(s) for the complaint / appeal.

- b) The appeal will be assessed by the Chairman and he/she shall place before the **Grievance Redressal Committee (GRC)**, Chaired by the Dean of the concerned Faculty, Director/Principal of the College comprising all HODs of the Faculty/College and, if need, Course Teacher(s) be called for suitable explanation; GRC shall meet at least once in a semester and prior to CA finalization.
 - c) The Committee will consider the case and may give a personal hearing to the appellant before deciding the case. The decision of the Committee will be final.
37. The distribute of the Periods between L-Theory/T-Tutorial/P-Practical and S-Special type courses as per the Course content and the need of the course. However, for the selection example is given below:

L : T : P : S

4 : 0 : 0 : 0 (four lectures only (no tutorial, no practical, no special per week).

2 : 1 : 1 : 0 (two lectures, one tutorial, and one practical per week).

0 : 2 : 2 : 0 (no lecture, two tutorials, two practical and no special per week).

The Duration of the Period shall be one hours for theory and two hours for practical.

In each practical group the number of students that can be accommodated in the general/existing pattern is **15 students** in each group of PG programs. The workload is to be computed accordingly.

38. Cumulative attendance of all the students shall be displayed on the Department's Notice Board every month with a copy to the Dean, Faculty of Commerce.

NOTE- Above Scheme of Examination will be Applicable in Part or Full For Department of Management Studies in Accordance with AICTE Guidelines.

Scheme of Examination for Post-Graduate Diploma In Tourism and Hospitality Management

The course of study shall comprise of eight theory papers and two major research projects. These will bear the maximum marks as indicated in the course design. Of the above, Seminar will be evaluated internally by the teacher concerned and Head, the Department of Management Studies or his nominee for the Department.

The minimum pass marks shall be 40 per cent in each paper and 50% in the aggregate. The Division shall be awarded only when a candidate passes all prescribed examinations. The division shall be indicated as follows:

Division Percentage of marks earned

First Division 70 and above Honors

First Division 60 and above but less than 70

Second Division 50 and above but less than 60

The subject of the seminar, to be given by the candidate, shall be approved by the Head of, the Department of Management Studies. The Diploma will be awarded to candidates completing the course of studies, declared pass at the examination. No make-up supplementary examination will be held in this course of study.

The language of instructions and examination will be English only. The candidates who fail at the examination but obtain minimum of 50% marks in Project Report and Viva-voce will not be required to again submit Project Reports and re-appear at the Viva-voce while subsequent re-appearing for theory examinations.

In order to be eligible to take the examination, the candidate shall have to

Fulfill the minimum attendance requirement as prescribed by the University and in force.

Internal Assessment- The teacher concerned will evaluate every student on the basis of the Case Study/Assignment/Presentation.

PGDTHM
EXAMINATION & TEACHING SCHEME
Semester I

Course Code	Type Of Course	Nomenclature of Paper	Credits	Max. Marks (Semester Exam + Internal Assessment *)	L	T	P
PG101	DCC	Profile of India & Rajasthan	4	80+20*	4	0	0
PG102	DCC	Travel Agency and Tour Operations	4	80+20*	4	0	0
PG103	DSE	Fundamentals of Tourism	4	80+20*	4	0	0
PG104	DSE	Hotel Management and Operation-I	4	80+20*	4	0	0
PG105	DSE	Major Research Project (Report + Viva Voce)	4	50+50	0	0	4
TOTAL			20	500	20		

***Internal Assessment-The teacher concern will evaluate every student on the basis of the Case Study/Assignment/Presentation/Quiz/Class Participation/ Attendance.**

EXAMINATION & TEACHING SCHEME
Semester II

Course Code	Type of Course	Nomenclature of Paper	Credits	Max. Marks (Semester Exam + Internal Assessment *)	L	T	P
PG201	DCC	Eco-Tourism and Environment Management	4	80+20*	4	0	0
PG202	DCC	Tourism Products of India	4	80+20*	4	0	0
PG203	DSE	Tourism Marketing	4	80+20*	4	0	0
PG204	DSE	Hotel Management and Operation-II	4	80+20*	4	0	0
PG205	DSE	Major Research Project (Report + Viva Voce)	4	50+50	0	0	4
TOTAL			20	500	20		

*** Internal Assessment-The teacher concern will evaluate every student on the basis of the Case Study/Assignment/Presentation/Quiz/Class Participation/ Attendance.**

SEMESTER I

COURSE 101: PROFILE OF INDIA AND RAJASTHAN

Course Objectives- To reflect upon the heritage of India and Rajasthan and to know about the development of tourism in India and preservation of heritage sites through tourism.

Unit 1: - Brief introduction to Important landmarks and Archaeological Sites - Monuments – Ancient Temples of India - Fort –Palaces & Museums - Buddhist Heritage sites of India - Islamic Art & Architecture

Unit 2: - Salient features of Culture: Fairs & Festivals - Performing Art, Dance & Music Forms- Music and Dance Festivals, Food Festivals. Study of the Cultural Components of Rajasthan- Folk Dance, Folk Music, Folk Languages, Folk Lore, Folk Deities, Dresses, Ornaments, and cuisines. Saints & Lok Devtas of Rajasthan

Unit 3: - Role and Importance of Indian Handicrafts: textiles, clay works, stone works, woodworks, etc. Craft Melas- Marketing of Handicrafts, Art Galleries.

Unit 4: - Major religions of India: Hinduism, Islam, Jainism, Christianity, Sikhism, Buddhism, and study of famous shrines/centers of major religions of India. Major Tourist Circuits of India & Rajasthan, Contribution of Tourism in Rajasthan economy.

Unit 5: - Structure of Indian Society - Family, Caste, and Class. Indian Culture & Values Systems. Unity of Culture & Diversity of People. Social issues in Indian society India's image overseas

Suggested Readings:

1. A.L Basham, 'The Wonder that was India, Oxford University Press, 2003
2. Rima Hooja , History Of Rajasthan, Rupa & Co ; 2006
3. Bindu Manchanda , Forts & Palaces of India: Sentinels of History (Asia Colour Guides) , Roli Books, 2006
4. Tulsi Patel, The Family in India: Structure & Practice, Sage Publications
5. William Joseph Wilkins, Hindu Mythology, Vedic and Purânic, Thacker,Spink& Co.
6. Acharya Ram,Tourism and Cultural Heritage of India, R.B.S.A. Publisher, Jaipur.
7. Ganguli, K.K.,Cultural History of Rajasthan, Sandeep Publishers. Gokhale,
8. B.G., Bharatvarsha-A Political and Cultural History of India,Sterling Publishers, New Delhi.
9. Kabir, Humayun, The Indian Heritage, Bombay Asia Publishing House

COURSE 102: TRAVEL AGENCY AND TOUR OPERATIONS

Course Objectives-To understand the significance of travel agency and tour operation business. To know the current trends and practices in the tourism and travel trade sector, and to develop adequate knowledge and skills applicable to the travel industry.

Unit 1: Introduction to Travel Agencies and Tour Operators: Historical, Growth and Development; Meaning, concept, types and importance, Difference between Travel Agency and Tour Operators. Role of backward and forward linkages in travel and tour business and its impact on hotel business. Travel intermediaries and their impact on the tourism business.

Unit 2: Organizational Structure of travel agency and tour operator and its different sections. Outbound and inbound handling. Role and functions of Travel/Tour Guide and top-level management.

Unit 3: Travel Agency set Up: Approval and procedure requirements from Government and Private Travel bodies for setting up a travel agency. IATA ruling and regulations, Government of India, and IATA Ownership structure. Equipment and infra-structural requirements. Role of TFCI in setting up a travel agency.

Unit 4: Travel Documents and Software: Travel agency documents and formats used in operations. TAV, MCO, and their role. Different software is used in Travel and tour business. Passport- different types of passports, Passport Act, NRI, PIO, Dual citizenship, Ministry of External Affairs, Regional Passport Offices. VISA: Different types of VISAS, VISA On arrival, E-VISA. Custom & Health Regulations, Red & Green Channel, ECR/ECNR, Immigration.

Unit 5: Meaning of tour package, types and forms of tour package, costing, quotations, FIT and GIT tariffs, merits and demerits of a package tour, special requirements for outbound packages, liaison and selling package tours, commission, mark up, services charges Association and Organizations promoting tour operators: IATO, TAAI, ASTA, WATA PATA, FHRAI, UFTA, European and Indian Directive on Tour operation.

Suggested Readings:

1. L.K.Singh , Management of Travel Agency, Gyan Publishing House
2. Mohinder Chand, Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi.
3. Foster D.L, The Business of Travel Agency Operations and Administration, McGraw Hill
4. Frenmount P, How to open and Run a Money Making Travel Agency, John Wiley and Sons, New York

Course 103: Fundamentals of Tourism

Course Objectives- To comprehend the conceptual dimensions of Tourism industry. To understand the dynamics of tourism businesses and its impacts and to elucidate the application of tourism theories to the pragmatic developmental agenda.

Unit 1- Evolution and Growth of Tourism from the Ancient to the modern era. Tourism - Definition and Concept. Differentiation between Tourism, recreation, and leisure, their inter-relationships. Components of tourism and its characteristics. Types of Tourists, Distinction between Tourist-Traveler-Visitor-Excursionist. Visiting friends and Relatives (VFR). Development of Modern Transport, Communication, and Accommodation Systems.

Unit 2- Tourism and Its Theories: Meaning and Definitions, Characteristics of Tourism, Need for Measurement of Tourism, Interdisciplinary Approaches, Types & Forms of Tourism, Types, and Forms of Tourism - Cultural Tourism-Adventure Tourism-Sports Tourism-Religious Tourism-Business Tourism-Medical Tourism-Alternative forms of tourism. Domestic tourism and international tourism.

Unit 3- Motivation and tourism demand. Different Classification of Travel Motivators. Maslow's Hierarchy of Needs Model and Travel Motivators. Plog's Psychographic Classification of Tourism and Travel Motivators. McIntosh's categorization, Robinson's categorization.

Unit 4- Tourism Impacts: Positive and Negative impacts of Tourism; Socio, Cultural, Economic Environments & Political. Multipliers of Tourism. Income & employment, Forex, Balance of payment, Cultural exchange among nations, and International Understanding. Concept of resource, Attraction, and product in tourism. Tourism products: typology and unique features. Natural Tourism Resources in India: Existing use patterns via potential with relation to varied landforms (mountains, deserts, beaches, coastal areas, and Islands), Water bodies, and biotic wealth (flora – fauna).

Unit 5- International Tourism Institutions and Organizations - role in promoting Tourism - UNWTO, IATO, IATA. Tourism Organizations in India - functions and contribution - MOT, DOT, ITDC, RTDC. Emerging Trends and new thrust areas of Indian Tourism.

Suggested Readings:

1. Mill and Morrison, The Tourism System: An Introductory Text, Prentice Hall, 1992
2. Mill, R.C, Tourism: The International Business, Pretence Hall, New Jersey, 1990
3. Bhatia, A.K., International Tourism Management, Sterling Publishers Pvt. Ltd., New Delhi,
4. 2001
5. Seth, P.N., Successful Tourism Management (Vol 1 & 2), Sterling Publication, New Delhi
6. Sunetra Roday et.al., Tourism operations, and management, Oxford Univ. Press, New Delhi, 2009

Course 104: Hotel Management and Operation-I

Course Objectives- To study the flow of activities and functions in today's Hotel operation; to familiarize with hotel and resort management; and to establish the importance of various departments and its role in the Hospitality Industry.

Unit1: Introduction to the Hospitality Industry, origin and growth in the Indian and global context, distinctive characteristics and nature of hospitality, economic and other impacts of the hotel, tourism, and travel industry

Unit2: Organization and structure of lodging operations: Size and scope of the industry, classification of hotels, hotel market segments, organization of hotels, franchising, specialty resorts, and heritage hotels

Unit3: Food Service Industry: Composition and organization of hotel and restaurant food service, maintenance and operation of food services

Unit 4: Travel formalities: Linkages with hotels, airlines, and transport agencies. Hospitality and its related sectors: Conventions, Cruising, Casino, Theme Parks, Special Events, Recreation and Leisure

Unit5: Future trends in the Hospitality Industry: usage of CRS in hotel industry, role of associations in hospitality management, ISO certification for services

Suggested Readings:

1. Philip Kotler, John Bowen, James Makens, Marketing for Hospitality and Tourism ,6th Edition, Prentice Hall, 2013
2. Tim Knowles, Hospitality Management: An Introduction, Longman2nd E 1998
3. Peter Jones, Introduction to Hospitality Operations, Cassell, 1996
4. Ashish Dahiya, Introduction to Hospitality Industry, Aman Publications
5. Ripudaman Singh, Bhupinder Singh Bhalla, Amandeep Kaur, The Hospitality Industry, Lap Lambert Academic Publishing, 2012
6. John R Walker, Introduction to Hospitality, 6th Edition, Prentice Hall, 2012

COURSE 105: Major Research Project (Report + Viva Voce)

The student need to undertake a research project with an organization.

Evaluation will be based on Major Project Report (50 Marks) followed by presentation cum Viva-Voce (50 Marks) to be evaluated by one faculty member along with one external examiner.

SEMESTER II

COURSE 201: ECO TOURISM AND ENVIRONMENT MANAGEMENT

Course Objectives- To comprehend the theories and practices of ecotourism; to understand the problems of sustainable development, ecotourism and identify solutions; and to be familiar with various approaches and practices for sustainable tourism development.

Unit 1: - Meaning of Environment & Ecology, Stages of Development and Growing Imbalances, Environment versus Development and Agents of Change, Environmental Parameters of Tourism Development. Ecotourism criteria, potential benefits

Unit 2: - Eco Tourism Resources: Identifying, listing, and understanding ecotourism resource categories (natural, built, and events). Protected Areas: Definition, categories, and roles. National Parks, Wildlife and bird sanctuaries, Tiger Reserves, Caves, Biosphere reserves, wetlands, coral reefs, and desert ecosystems. Social and ecological impacts of tourism, Ecotourism in the national/global context Convention on Biological Diversity, Millennium Development Goals

Unit3: - Ecotourism practices: Transportation - Facilities (reduce, replace, reuse, recycle) - Services (types, activities, and code of ethics) - Eco tourists (types and code of ethics) - Eco-labeling and green-washing, Community-based tourism

Unit4: - Developing an ecotourism product: Identifying products, developing partnerships, tapping local knowledge, incorporating research, zoning, developing policies and guidelines, educating & marketing; ecotourism service providers

Unit 5: - Global concerns and Environment issues: Limits to growth and awareness, people's orientation and involvement. Conservation laws and Environmental Protection Act (EPA) of India, Role of Ministry of Environment and Forest (MOEF). International Organizations dealing with preservation and conservation - UNEP, IUCN, and non-governmental organizations. Quebec Declaration on Ecotourism, Environmental Code of Conduct, ISO 14000 Approaches in sustainable tourism - concepts and global responses, guiding principles

Suggested Readings:

1. Ramesh Chawla, Eco-Tourism and Development, Summit Enterprises, 2008
2. Parul Agarwal, Ethics of Eco-Tourism, Random Publications, 2015
3. John Swarbrooke, Sustainable Tourism Management, CABI Publishing, UK
4. Satish Chandra Nigam, Eco-Tourism and Sustainable Development, Rajat Publications, 2008
5. Sukanta K Chaudhury, Culture, Ecology and Sustainable development, Mittal Publication, New Delhi, 2006

COURSE 202: Tourism Products of India

Unit 1: Definition, Concept & Classification of Tourism Product, Meanings & Characteristics, Typology & Nature of Tourism Product.

Unit 2: Architectural Heritage of India: Different styles of architect in India – Hindu, Islamic and Buddhist. Nature, Meaning and classification of Heritage. World Heritage sites in India - Criteria for selection of properties. Heritage Management Organization, UNESCO, ASI, ICOMOS, INTACH

Unit 3: Socio- cultural– religious products: Buddhist Resources- Bodh Gaya, Kushnagar, Sarnath, Sanchi and Ajanta. Islamic resources- Delhi, Agra & Fatehpur Sikri. Hindu resources - Khajuraho, Mahabalipuram, Tirupati, Madurai, Konark, Vaishno Devi, Amarnath. Social, religious and commercial fairs of tourist significance. Important museums and art galleries. Crafts mela - Souvenir, handicraft and organic products. Pilgrimage destinations – Ajmer Sharif, Golden Temple, Dilwara temple. Important Tourist circuits of India

Unit 4: Nature Based Tourism products: Hills & Beaches, Himalayas & other ranges, Lakes of India. National Parks and Wild Life Sanctuaries of India. Adventure Tourism – Definition, Different types of adventure sports -hikes, safaris, water sports, Deep-sea diving, mountain climbing, cave exploring, car rallies, para sailing, gliding, ballooning, micro light

Unit 5: Alternate tourism products: Rural – agro – farm – green – wilderness - country side - special interest tourism - community based tourism. New age tourism products – Medical tourism , Health Tourism , Tea tourism , Highway Tourism , Space Tourism , Wine Tourism.

Suggested Readings:

1. Robinet Jacon & Sindu Joseph ,*Indian Tourism Products*, Abhijeet Publications
2. Manoj Dixit & Cheru Sheela ,*Tourism Products* , New Royal Book Co, 2001
3. Ram Dhamija, *Image India- heritage of Indian arts & crafts*, Vikas Publications
4. Kirshenblatt, Barbara, *Destination Culture: Tourism, Museums and Heritage*, Berkeley, University of California Press.
5. Mckercher, Bob & DuCros Hilary, *Cultural Tourism: The Partnership between tourism and cultural heritage Management*, Haworth Hospitality Press.
6. S. K. Bhowmik, *Heritage Management: Care, Understanding and Appreciation of Cultural Heritage*, Publication Scheme, 2004

COURSE 203: TOURISM MARKETING

Course Objectives-To expose the students to concepts and components of marketing; to acquaint them with tourism-specific marketing skills; and to familiarize them with contemporary marketing practices.

Unit 1: Introduction to Tourism Marketing: Nature of Tourism Marketing, Process of Tourism Marketing- Understanding Needs, Drives, Wants and Demands of Tourists. Relationship between hospitality and travel industry, marketing: Role - Core concepts, Relationship between customer value, satisfaction, and quality, Service culture/characteristics. Services marketing mix: Microenvironment: company, suppliers, marketing intermediaries, customers, and public; Macro environment: demographic, economic, natural, technological, Political, and cultural environments.

Unit 2: Markets and Buying Behaviors: Tourism Markets and their Types. Tourist Behavior- Characteristics affecting consumer behavior: cultural, social, personal, and psychological factors; Tourist Buying process; Organizational buying process/Participants; Eight stages of the organizational buying process; Market segmentation, Effective segmentation of tourism markets: Positioning: Positioning strategy.

Unit 3: Tourism Products and Customers: Product Mix Decisions, Product Line Decisions. Product design decisions; Branding; New product development; Product life cycle- Tourism area life-cycle and Destination Life-cycle

Unit 4: Tourism Product Pricing and Distribution: Pricing decisions: Internal and External Factors; Pricing strategies: for New/Existing tourism products; Price adjustments during peak and off seasons, pricing strategies.

Unit 5: Promoting Tourism Products: Promotion Mix, Tourism Promotional Tools; An overview of national tourism promotion campaigns - Incredible India, Atithi Deva Bhava; Promotion-mix factors; Components of Promotion Mix, Major decisions in advertising, Public relations activities: press relations, product publicity, corporate communications, lobbying, and counselling.

Suggested Readings:

1. Philip Kotler, John Bowen, and James Makens, Marketing for Hospitality and Tourism, Prentice Hall, India
2. Alastair M. Morrison, Hospitality and Travel Marketing, Delmar Thomson Learning, USA
3. Stephen F. Witt and Luiz Moutinho (Eds.) Tourism Marketing and Management Handbook, Prentice Hall, India
4. Peter Mudie and Angela Pirrie, Services Marketing Management, ButterworthHeinemann, USA.
5. S.M. Jha, Services Marketing, Himalaya Publishing House Pvt Ltd, New Delhi
6. Chaudhary Manjula, Tourism Marketing, Oxford University Press.

COURSE 204: Hotel Management and Operation-II

Course Objective-To study the flow of activities and functions in today's Hotel operation; to familiarize with Hotel and resort management; and to establish the importance of various departments and their role in the Hospitality Industry.

Unit 1:Introduction to the Accommodation Sector, Types of accommodation and their grouping, categorization, chain of hotels, and forms of Ownership. Evolution of the hotel industry, Hotel Tariff plans, Star ranking. Major departments of a hotel.

Unit 2: Front Office Operations - Sections and Layout– organization structure – role and responsibilities of front office staff. Room tariffs and calculation of rates – reservation and terms of payment – cancellation - registration – Guest services – Check out and settlement, Front office accounting – Night auditing – safety and security.

Unit 3: Housekeeping Operations – Importance of Housekeeping, Organizational structure, Duties and responsibilities, Layout, Coordination with other departments, housekeeping control desk. Hotel guestrooms – contents and cleaning, In-room Guest Supplies and amenities, Room Status Codes, and Security Procedures. Cleanliness of public areas.

Unit 4: Introduction to the Food and Beverage Department, Organization, and job duties. Basic principles of food production - Equipment – Fuels - coordination with other departments. F & B Service areas - service methods. Types of menus – menu planning – Beverage menu - Menu designing and display – menu merchandising – menu balancing. Storage of food. Bar Service. Specialized services – Banquet, Buffet, Outdoor catering, food festivals.

Unit5: Functional areas: Engineering and Maintenance Division, Marketing and Sales Division, Accounting Division, Human Resources Division, Security Division, Guest Relationship Management, Yield Management.

Suggested Readings:

1. Gray and Ligouri , Hotel and Motel Management and Operations, PHI, New Delhi,2000
2. Andrews S, Hotel front office training manual, Tata Mcgraw Hill, Bombay
3. Negi J, Hotels for Tourism Development, S.Chand, New Delhi.
4. Negi J, Professional Hotel Management ,S.Chand, New Delhi

COURSE 205: Major Research Project (Report + Viva Voce)

The student need to undertake a research project with an organization.

Evaluation will be based on Major Project Report (50 Marks) followed by presentation cum Viva-Voce (50 Marks) to be evaluated by one faculty member along with one external examiner